

LOCF/CBCS/B.A. (Mass Communication)/KUK

Scheme of Examination of BA (Mass Communication) for 5th & 6th Semester under CBCS/LOCF for Institute of Mass Communication & Media Technology (IMC&MT, KUK) in phased manner w.e.f. Academic Session 2020-21
Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
BAMC 501(a)	Photography (Theory)	DSE-1	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 502(a)	Photography (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
OR														
BAMC 501(b)	Videography (Theory)		4	-	-	4	4		80	-	20	100	3 Hours	
BAMC 502(b)	Videography (Practical)	-	-	2	4	2	-	40	10	50	3 Hours			
BAMC 503(a)	Radio Anchoring (Theory)	DSE-2	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 504(a)	Radio Anchoring (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
OR														
BAMC 503(b)	Documentary making (Theory)		4	-	-	4	4		80	-	20	100	3 Hours	
BAMC 504(b)	Documentary making (Practical)	-	-	2	4	2	-	40	10	50	3 Hours			
BAMC 505	Digital Media Skills (Theory)	SEC-3	1	-	-	1	1	2	20	-	5	25	2 Hours	
BAMC 506	Digital Media Skills (Practical)		-	-	-	1	1		-	20	5	25	2 Hours	
BAMC 507	Entrepreneurship	GE-1	5	1	-	6	-	6	-	-	150	3 Hours		
BAMC 508	*Internship Report							2			50			
Total Credits							22	Total Marks				550		

Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
BAMC 601(a)	TV Anchoring (Theory)	DSE-3	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC 602(a)	TV Anchoring (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
OR														
BAMC 601(b)	Newspaper Designing & Production (Theory)		4	-	-	4	4		80	-	20	100	3 Hours	
BAMC 602(b)	Newspaper Designing & Production (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC 603 (a)	Internship**	DSE-4	-	-	-	-	-	6	-	-	-	150		
OR														
BAMC 603 (b)	Minor Project***		-	-	-	-	-		-	-	-	150		
BAMC 604	Media Literacy Skills (Theory)	SEC-03	1	-	-	1	1	2	20	-	5	25	2 Hours	
BAMC 605	Media Literacy Skills (Practical)		-	-	-	1	1		-	20	5	25	2 Hours	
BAMC 606	Media, Culture and Society	GE-2	5	1	-	6	6	6	120	-	30	150	3 Hours	
Total Credits								20	Total Marks			500		

* Students have to complete the internship of two weeks after the examination of 4th semester and submit the report of internship in the commencement of 5th semester.

** Students have to complete four to six weeks internship after 6th semester. The report submitted by the students will be evaluated by the teachers appointed by the Director and a viva-voce will be conducted.

*** Students have to prepare a project on the topic assigned by the concerned faculty. It is to be submitted to the institute by the student within 30 days after the theory examination of the semester Viva -Voce of DSE-4 (Minor Project) is to be conducted by a panel of three examiners to be appointed by the Director of the institute.

BAMC- 501(a): Photography (Theory)

Time:3 Hrs.
Credits: 4
Contact hours per week:4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course Objectives: The course is designed to introduce the students to the basic concepts of photography so as to develop creative skills in them.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC- 501(a).1 Learn basic concepts and importance of Photography
BAMC- 501(a).2 Work as a photo journalist
BAMC- 501(a).3: Develop self employment and creative skills
BAMC- 501(a).4: Develop interest in photo journalism

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Introduction and Development of Photography
Photo Journalism- Role and importance
Qualities of a good photograph
Tools of Photography, types of camera
Traditional and digital camera, Part of Camera, Camera control

Unit-II

Emergence of Digital technology
Digital Photography, Mobile photography
Selecting Images,
Size, and quality
Indoor and Outdoor Photography

Unit-III

Lighting principles
Role of lighting
Different types of lighting and its uses
Role of subject, quality of photograph
Developing of different sizes of photograph

Unit-IV

Photograph Editing Techniques
Cropping, Enlarging & reducing
Clipping/Grouping
Colour composition
Filter, length, focus, Shots
Photo feature, New trends in photography

Suggested Readings

1. Digital Photography (Hindi), Vishnu Priya Singh, Publisher- ComputechPublication Limited.
2. Digital Photography (Hindi) Hardcover (2018), Riya j Hasan, Book Enclave,Jaipur.
3. Photography Techniques and Uses (Photography Taknik aur Pryog), Narendra Singh Yadav, Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture, Carlton Books Ltd. (London)

BAMC- 501(a): Photography (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-501(a).1	3	3	3	3	3	2	3	3
BAMC-501(a).2	3	3	3	3	3	3	3	3
BAMC-501(a).3	3	3	3	3	3	3	3	3
BAMC-501(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-501(a).1	3	2	3	2	3
BAMC-501(a).2	3	3	3	3	3
BAMC-501(a).3	3	3	3	3	3
BAMC-501(a).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-501(a).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-501(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-501(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-501(a).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC- 502(a): Photography (Practical)

Time:3 Hrs.
Credits: 2
Contact hours per week:4

Total Marks: 50
Practical: 40
Internal Assessment: 10

Course Objectives: The course is designed to introduce the students to the basic concepts of photography so as to develop creative skills in them.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC- 502(a).1 Learn the use of camera and lighting
BAMC- 502(a).2 Work as a photo journalist
BAMC- 502(a).3: Develop self employment and creative skills
BAMC- 502(a).4: Develop interest in photo journalism

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hardcopy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

Practicals / Assignments

The students have to prepare a Digital portfolio along with print containing at least 20 photographs clicked by them. They have to develop a photo-feature on a theme selected in consultation with the concerned faculty.

BAMC- 502(a): Photography (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-502(a).1	3	3	3	3	3	2	3	3
BAMC-502(a).2	3	3	3	3	3	3	3	3
BAMC-502(a).3	3	3	3	3	3	3	3	3
BAMC-502(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-502(a).1	3	2	3	2	3
BAMC-502(a).2	3	3	3	3	3
BAMC-502(a).3	3	3	3	3	3
BAMC-502(a).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-502(a).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-502(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-502(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-502(a).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 501(b): Videography (Theory)

Time:3 Hrs.
Credits: 4
Contact hours per week:4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course Objectives: The objective of this course is to teach the students a fundamental understanding of videography and its practical applications in the field of mass communication.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 501(b).1: Develop understanding of various types and parts of video camera
BAMC 501(b).2: Understand types of shots, camera angles and camera movements
BAMC 501(b).3: Understand the use of lighting in videography
BAMC 501(b).4: Capture videos

Note :- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit I

Videography: meaning and significance, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera, Camera parts, Camera accessories, Setting up and functioning of Video camera, framing, focus balancing

Unit-II

Camera shots: types and applications
Camera angles: types and applications
Camera movements: types and application

Unit-III

Lighting principles
Role of lighting: Natural lights, Artificial lights
Introduction to 3 point lighting- key light, fill light and back light. Bounce and diffused light.
Applications of different types of lights

Unit-IV

Single-camera shoot: features and applications
Multi-camera shoot: features and applications
New trends in videography

Suggested Readings

1. Grammar of the Shot, Second Edition, Roy Thompson, Christopher j. Bowen, Focal Press.
2. Lighting for Digital Video and Television, Third Edition, John Jakma, Focal Press.
3. The Technique of Film and Video Editing: History, Theory and Practice, Fourth Edition, Focal Press.
4. Video Production Handbook, Fourth Edition, Gerald Millerson, Focal Press.
5. How to Read a Film, Third Edition, James Monaco, Oxford University Press.

BAMC 501(b): Videography (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 501(b).1	3	3	3	3	3	2	3	3
BAMC 501(b).2	3	3	3	3	3	3	3	3
BAMC 501(b).3	3	3	3	3	3	3	3	3
BAMC 501(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 501(b).1	3	2	3	2	3
BAMC 501(b).2	3	3	3	3	3
BAMC 501(b).3	3	3	3	3	3
BAMC 501(b).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 501(b).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 501(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 501(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 501(b).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 502(b): Videography (Practical)

Time: 3 Hrs.

Credits: 2

Contact hours per week: 4

Total Marks: 50

Practical: 40

Internal Assessment: 10

Course Objectives: The objective of this course is to teach the students a fundamental understanding of videography and its practical applications in the field of mass communication.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 502(b)..1: Develop understanding of various types and parts of video camera
BAMC 502(b)..2: Understand types of shots, camera angles and camera movements
BAMC 502(b)..3: Understand the use of lighting in videography
BAMC 502(b)..4: Capture videos

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Setting up of camera, focusing and framing
- Exhibiting camera shots, angles and movements
- Exhibiting use of different lights
- Videography of five important events of Institute/University

BAMC 502(b): Videography (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 502(b).1	3	3	3	2	3	3	3	3
BAMC 502(b).2	3	3	3	3	3	3	3	3
BAMC 502(b).3	3	3	3	3	3	3	3	3
BAMC 502(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 502(b).1	3	2	2	2	3
BAMC 502(b).2	3	3	3	3	3
BAMC 502(b).3	3	3	3	3	3
BAMC 502(b).4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 502(b).1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 502(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 502(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 502(b).4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC 503(a): Radio Anchoring (Theory)

Time:3 Hrs.
Credits: 4
Contact hours per week:4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course Objectives: The objective of this course is to teach the students art of radio anchoring and make them aware of the career opportunities in anchoring.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 503(a).1: Develop understanding of the qualities of a radio anchor
BAMC 503(a).2: Know Career opportunities for a radio anchor
BAMC 503(a).3: Functioning of radio studio and related equipments
BAMC 503(a).4: Plan and prepare radio programmes

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT –I

Radio Anchoring: meaning and significance. Understanding of terms like Anchor/ Announcer/Presenter/Radio Jockey (RJ), Qualities of an anchor/presenter/RJ- creative, expressive, confident, empathetic, team player, innovative, analytical, updated, having command over language, having good sense of humour, extempore speaker, technically savvy, ability to manage crisis. Basic qualities related to voice: voice modulation, stress, pause, tone, pitch, tempo, diction, pronunciation, vocabulary. Structure and set up of radio studios- On-air studio, Production studio, VOB (Voice over Booth), studio equipments

UNIT-II

Planning and conducting a radio talk, radio discussion, radio interview, radio feature, radio drama, special audience programme, phone in programmes. Planning and conducting a radio show: understanding station and show's requirements, holding discussions with programme producer and other team members, maintaining sound and personality of the show, keeping track of latest news and current affairs, understanding listeners, writing scripts for the show, interviewing celebrities and other relevant personalities related to the show, conducting OBs, coordinating for games, contests etc., using social media for the popularity of the show, maintaining PR with celebrities and other agencies

UNIT-III

Production: generate ideas, managing the clock and scheduling songs and other elements, giving voice over to promos, hosting on ground events. Softwares used in Radio industry: radio Automation Softwares, Audio Editing Softwares

UNIT-IV

Career opportunities: All India Radio, private radio stations, community radio stations, Internet radio, hosts in national and international level events/functions, commentators, voice over artists, programme director (PD) or programme producers. New trends in Radio broadcasting

Suggested Readings

1. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
2. White T. Broadcast, News writing MacMillian NY, 1984
3. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
4. Rivers Wlliams and work Alison Writing for the Media.
5. Carl Warren, Radio News Writing and Editing
6. Report L. Hillard Radio Broadcasting
7. Encyclopaedia Of Radio Jockeying And News Anchoring, 2009, Dibyanshu Kumar, Alok Publishers
8. Presenting on TV and Radio-An insider's guide by Janet Trewin, Routledge

BAMC 503(a): Radio Anchoring (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 503(a).1	3	3	3	3	3	2	3	3
BAMC 503(a).2	3	3	3	3	3	3	3	3
BAMC 503(a).3	3	3	3	3	3	3	3	3
BAMC 503(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 503(a).1	3	2	3	2	3
BAMC 503(a).2	3	3	3	3	3
BAMC 503(a).3	3	3	3	3	3
BAMC 503(a).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 503(a).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 503(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 503(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 503(a).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 504(a): Radio Anchoring (Practical)

Time: 3 Hrs.

Credits: 2

Contact hours per week: 4

Total Marks: 50

Practical: 40

Internal Assessment: 10

Course Objectives: The objective of this course is to teach the students art of radio anchoring and make them aware of the career opportunities in anchoring.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 504(a).1: Prepare a radio talk and radio interview
BAMC 504(a).2: Conduct a radio discussion
BAMC504(a).3: Conduct a radio show
BAMC504(a).4: Anchor various events and programmes

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Writing script and recording of a radio talk on any topic
- Writing script and recording of a discussion based programme on radio on any topic
- Conduct a radio interview
- Prepare a promo
- Prepare a programme on any special day

BAMC 504(a): Radio Anchoring (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 504(a).1	3	3	3	2	3	3	3	3
BAMC 504(a).2	3	3	3	3	3	3	3	3
BAMC 504(a).3	3	3	3	3	3	3	3	3
BAMC 504(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 504(a).1	3	2	2	2	3
BAMC 504(a).2	3	3	3	3	3
BAMC 504(a).3	3	3	3	3	3
BAMC 504(a).4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 504(a).1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 504(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 504(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 504(a).4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC 503(b): Documentary Making (Theory)

Time:3 Hrs.

Credits: 4

Contact hours per week:4

Total Marks: 100

Theory: 80

Internal Assessment: 20

Course Objectives: The objective of this course is to teach the students the process and skills of documentary making so as to help them to work with a professional organization or establish themselves as freelancers.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 503(b).1: Develop understanding of features of a documentary
BAMC503(b).2: Conduct research and write script for a documentary
BAMC503(b).3: Understand the process of shooting a documentary
BAMC503(b).4: Learn process of post production

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT –I

Introduction to documentary, origin and history of documentary, features of a documentary, difference between documentary and fiction. Types of documentaries- poetic, expository, observational, participatory, reflexive, performative, Stages of production of a documentary: Pre-production, Production, Post Production

UNIT-II

Concept of Scripting, Objectives of Scripting
Selection of subject or story idea, thinking outside the box, ideas that sell, research, making a plan, writing a script

UNIT-III

Shooting the documentary: outdoor, indoor, Shooting equipments and their uses: video camera, different types of video camera, tripod, camera lights, 3-point lighting kit, light reflectors, different types of microphones and related accessories, cables, video tapes, Memory cards or DVDs, Understanding of shot, scene, sequence Camera Shots, Camera Movements, Camera Angle

UNIT-IV

Concept of Editing, Types of editing; offline, online editing, linear editing, non-linear editing. Recording voice over. Video editing process: study the footage, selecting key elements, building basic structure- beginning, middle and end, refine and re-editing. Applications of Video editing softwares, SFX and VFX. New trends in documentary making

Suggested Readings

1. Grammar of the Shot, Second Edition, Roy Thompson, Christopher j. Bowen, Focal Press.
2. Lighting for Digital Video and Television, Third Edition, John Jakma, Focal Press.
3. The Technique of Film and Video Editing: History, Theory and Practice, Fourth Edition, Focal Press.
4. Video Production Handbook, Fourth Edition, Gerald Millerson, Focal Press.
5. How to Read a Film, Third Edition, James Monaco, Oxford University Press.

BAMC 503(b): Documentary Making (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 503(b).1	3	3	3	3	3	2	3	3
BAMC 503(b).2	3	3	3	3	3	3	3	3
BAMC 503(b).3	3	3	3	3	3	3	3	3
BAMC 503(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 503(b).1	3	2	3	2	3
BAMC 503(b).2	3	3	3	3	3
BAMC 503(b).3	3	3	3	3	3
BAMC 503(b).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 503(b).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 503(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 503(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 503(b).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 504(b): Documentary Making (Practical)

Time: 3 Hrs.

Credits: 2

Contact hours per week: 4

Total Marks: 50

Practical: 40

Internal Assessment: 10

Course Objectives: The objective of this course is to teach the students the process and skills of documentary making so as to help them to work with a professional organization or establish themselves as freelancers.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC 504(b).1: Develop understanding of features of a documentary
BAMC504(b).2: Conduct research and write script for a documentary
BAMC504(b).3: Shoot a documentary
BAMC504(b).4: Edit a documentary

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Review of two famous documentaries as suggested by the concerned faculty
- Making of a documentary in consultation with the concerned faculty

BAMC 504(b): Documentary Making (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 504(b).1	3	3	3	2	3	3	3	3
BAMC 504(b).2	3	3	3	3	3	3	3	3
BAMC 504(b).3	3	3	3	3	3	3	3	3
BAMC 504(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 504(b).1	3	2	2	2	3
BAMC 504(b).2	3	3	3	3	3
BAMC 504(b).3	3	3	3	3	3
BAMC 504(b).4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 504(b).1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 504(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 504(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 504(b).4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC 505: Digital Media Skills (Theory)

Time:2 Hrs.

Credits: 1

Contact hours per week:1

Total Marks: 25

Theory:20

Internal Assessment:5

Course Objectives: This course is designed the help the students to learn the skills required to be an efficient digital media professional.

Course Learning Outcomes: After completing the course the students will be able to:
BAMC 505.1: Understand digital media landscape.
BAMC505.2: Gain proficiency in specific uses of various digital media platforms
BAMC 505.3: Learn etiquettes of social media
BAMC 505.4: Understand how to create own presence on social media professionally

Note:- The question paper will be divided into three units containing five questions. Students are required to attempt three questions in all. There will be two questions in unit I & II. The students are required to attempt one question each from unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

Unit-I

Growth and development of Internet, Digital Media: characteristics and significance
Social Media Concept, Characteristics, Usage of Social Media, Impact of Social Media,
Risks and Challenges, Virality and social media (like Troll, meme)
Social media platforms,Online Communities, Social Networking sites introduction
:Facebook, Instagram, LinkedIn, Twitter, Instagram. News Portals

Unit-II

Digital media writing skills
News Writing for web, E-paper
Blogging: Introduction, Blog writing
Writing tweets
Writing photo captions
Writing for social media
Comparison of online writing and other forms of writing
Fact checking Tools
Digital media and business, Digital marketing

Suggested Readings

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook — Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook — Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hill
5. Media and Power — James Curran Media, Technology
6. New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor & Francis Group, 2007
7. Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

BAMC 505: Digital Media Skills (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 505.1	3	3	3	3	3	2	3	3
BAMC 505.2	3	3	3	3	3	3	3	3
BAMC 505.3	3	3	3	3	3	3	3	3
BAMC 505.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 505.1	3	2	3	2	3
BAMC 505.2	3	3	3	3	3
BAMC 505.3	3	3	3	3	3
BAMC 505.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 505.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 505.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 505.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 505.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 506: Digital Media Skills (Practical)

Time:2 Hrs.

Credits:1

Contact hours per week:1

Total Marks: 25

Theory:20

Internal Assessment:5

Course Objectives: This course is designed the help the students to learn the skills required to be an efficient digital media professional.

Course Learning Outcomes: After completing the course the students will be able to:
BAMC 506.1: Understand digital media landscape.
BAMC506.2: Gain proficiency in specific uses of various digital media platforms
BAMC 506.3: Learn etiquettes of social media
BAMC 506.4: Understand how to create own presence on social media professionally

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Creating Blogs and writing
- Using Twitter for social messages
- Analysis of Professional Facebook pages
- Write any five news report for web

BAMC 506: Digital Media Skills (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 506.1	3	3	3	2	3	3	3	3
BAMC 506.2	3	3	3	3	3	3	3	3
BAMC 506.3	3	3	3	3	3	3	3	3
BAMC 506.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 506.1	3	2	2	2	3
BAMC 506.2	3	3	3	3	3
BAMC 506.3	3	3	3	3	3
BAMC 506.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 506.1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 506.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 506.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 506.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC 507: Entrepreneurship

Time: 3 Hrs.

Credits: 2

Contact hours per week: 6

Total Marks: 150

Theory: 120

Internal Assessment: 30

Course Objectives: The objective of this course is to teach the students about Entrepreneurship skills especially media Entrepreneurship to help them to start their own business or establish themselves as freelancers.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 507.1: Develop understanding of the concept of Entrepreneurship, its risks and challenges
BAMC 507.2: Study famous media Entrepreneurs
BAMC 507.3: Know about Entrepreneurship opportunities in different fields of mass communication
BAMC 507.4: Develop freelancing skills

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Meaning, definition and concept of Entrepreneurship
Nature and scope of media entrepreneurship
Duties and responsibilities of the entrepreneurs
Challenges and risks in media Entrepreneurship

Unit-II

Famous Media entrepreneur in World
Famous Media entrepreneur in India
Entrepreneurship in print media
Entrepreneurship in Television and radio

Unit-III

Entrepreneurship in advertising and Public Relations-Press
Entrepreneurship in entertainment Industry
Entrepreneurship in new media

Unit-IV

Women entrepreneurship
Problems faced by women entrepreneurship
Agencies Funding Women Entrepreneurs
Strengthen your personal brand through social media and your online portfolio.
Attitudes, behaviors, knowledge, and skills required for entrepreneurship

Suggested Readings

1. Media Innovation and Entrepreneurship, Michelle Ferrier, Elizabeth Mays, Rebus Foundation 2017
2. Stuck-Up To Start-Up: A Practical Guide to Starting Your Own Venture, 2022, Neeraj Kapoor , Publisher: Penguin Portfolio
3. Entrepreneurship, 11th Edition, 2020, Robert D.Hisrich , Michael P. Peters , Dean A.Shepherd , Sabyasachi Sinha , Publisher : McGraw Hill

BAMC 507: Entrepreneurship

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 507.1	3	3	3	2	3	3	3	3
BAMC 507.2	3	3	3	3	3	3	3	3
BAMC 507.3	3	3	3	3	3	3	3	3
BAMC 507.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 507.1	3	2	2	2	3
BAMC 507.2	3	3	3	3	3
BAMC 507.3	3	3	3	3	3
BAMC 507.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO3	PO 4	PO5	PO6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 507.1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC 507.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 507.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 507.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC 601 (a): TV Anchoring (Theory)

Time:3 Hours

Credits:4

Contact hours per week: 4

Total Marks-100

Theory-80

Internal Assessment-20

Course Objectives: The objective of this course is to teach the students art of television anchoring and make them aware of the career opportunities in TV anchoring.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 601(a).1: Develop understanding of qualities of a television anchor
BAMC 601(a).2: Know Career opportunities for a TV anchor
BAMC 601(a).3: Understand functioning of TV studio and related equipments
BAMC 601(a).4: Plan and prepare TV programmes

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT –I

Television Anchoring: meaning and significance. Understanding of terms like Anchor/Presenter/Video Jockey (VJ), Qualities of an anchor- creative, expressive, confident, team player, innovative, analytical, having abundant knowledge of current political scenario and current issues, having command over language and body language, articulated, extempore speaker, technically savvy, ability to manage crisis. Basic qualities related to voice: voice modulation, stress, pause, tone, pitch, tempo, diction, pronunciation, rhythm of speech, breathing, resonance, vocabulary. Additional skills: acting and singing. Structure and set up of television studios and studio equipments

UNIT-II

Planning and conducting news based programme, discussion, interview, reality show. Writing script for different formats of television, TV show: understanding station and show's requirements, holding discussions with programme producer and other team members, doing research, keeping track of latest news and current affairs, understanding viewers, interviewing relevant personalities related to the show.

Production: stages of television programme production, basic understanding of Softwares used in TV industry: Audio-visual Editing Softwares, process of preparing news packages

UNIT-IV

Career opportunities: Doordarshan, private TV channels, hosts in national and international level events/functions, hosts of various shows like news based programmes, comedy shows, film and entertainment shows, reality shows, shows related to crime, business, sports etc., commentators, voice over artists, news reporters, producers. New trends in Television broadcasting

Suggested Readings

1. While T. Broadcast, News writing MacMillian NY, 1984
2. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
3. Rivers Wlliams and work Alison Writing for the Media
4. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
5. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
6. Encyclopaedia Of Radio Jockeying And News Anchoring, 2009, Dibyanshu Kumar, Alok Publishers
7. Presenting on TV and Radio-An insider's guide by Janet Trewin, Routledge

BAMC 601 (a): TV Anchoring (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 601(a).1	3	3	3	3	3	2	3	3
BAMC 601(a).2	3	3	3	3	3	3	3	3
BAMC 601(a).3	3	3	3	3	3	3	3	3
BAMC 601(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 601(a).1	3	2	3	2	3
BAMC 601(a).2	3	3	3	3	3
BAMC 601(a).3	3	3	3	3	3
BAMC 601(a).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 601(a).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 601(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 601(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 601(a).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 602 (a): TV Anchoring (Practical)

Time: 3 Hrs.
Credits: 2
Contact hours per week: 4

Total Marks: 50
Practical: 40
Internal Assessment: 10

Course Objectives: The objective of this course is to teach the students art of television anchoring and make them aware of the career opportunities in TV anchoring.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC 602(a).1: Develop understanding of qualities of a television anchor
BAMC 602(a).2: Know Career opportunities for a TV anchor
BAMC 602(a).3: Use TV studio and related equipments
BAMC 602(a).4: Plan and prepare TV programmes

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Writing script and recording of a TV news bulletin
- Writing script and recording of a discussion based programme on TV on any topic
- Conduct an interview for Television
- Prepare a promo

BAMC 602 (a): TV Anchoring (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC 602(a).1	3	3	3	3	3	2	3	3
BAMC 602(a).2	3	3	3	3	3	3	3	3
BAMC 602(a).3	3	3	3	3	3	3	3	3
BAMC 602(a).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC 602(a).1	3	2	3	2	3
BAMC 602(a).2	3	3	3	3	3
BAMC 602(a).3	3	3	3	3	3
BAMC 602(a).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC 602(a).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC 602(a).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 602(a).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC 602(a).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 601 (b): Newspaper designing & Production (Theory)

Time:3 Hours

Credits:4

Contact hours per week: 4

Total Marks-100

Theory-80

Internal Assessment-20

Course Objectives: The objective of this course is to teach the students art of newspaper designing and production so as to make them able to work as professionals in print media industry.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 601(b).1: Learn the basic principles of designing
BAMC 601(b).2: Inculcate the knowledge of dummy and layout
BAMC 601(b).3: Understand photo-editing and photo caption writing
BAMC 601(b).4: Learn applications of newspaper designing softwares

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT –I

Design and layout: meaning, definition, elements and significance
Terms in layout planning, Stages of layout planning
Concept and Utility of Dummy
Dummy of Newspaper, Magazines
Web Journalism and Dummy
Modern Lay-out (Specialized designing)

UNIT-II

Principles of design
Basic approach to create a design
Color in design
Innovations in newspaper and magazine design

UNIT-II

Newspaper designing: newspaper size, newspaper format
Design elements: advertisements, text, headlines, pictures
Page make up – front page, editorial pages, inside pages, magazine pages

UNIT-IV

Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc
Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines
Designing tools and basic applications of newspaper designing softwares

Suggested Readings

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House, New Delhi. 1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M.K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Hodgson, F. W. (1987). Sub editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
6. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
7. Hicks & Homes, (2001). Sub-editing for Journalists, Routledge.
8. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi

BAMC 601 (b): Newspaper designing & Production (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-601(b).1	3	3	3	3	3	2	3	3
BAMC-601(b).2	3	3	3	3	3	3	3	3
BAMC-601(b).3	3	3	3	3	3	3	3	3
BAMC-601(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-601(b).1	3	2	3	2	3
BAMC-601(b).2	3	3	3	3	3
BAMC-601(b).3	3	3	3	3	3
BAMC-601(b).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-601(b).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-601(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-601(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-601(b).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 602 (b): Newspaper designing and Production (Practical)

Time: 3 Hrs.
Credits: 2
Contact hours per week: 4

Total Marks: 50
Practical: 40
Internal Assessment: 10

Course Objectives: The objective of this course is to teach the students art of newspaper designing and production so as to make them able to work as professionals in print media industry.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 602(b).1: Learn the basic principles of designing
BAMC 602(b).2: Prepare dummy and layout
BAMC 602(b).3: Understand photo-editing and photo caption writing
BAMC 602(b).4: Learn applications of newspaper designing softwares

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- News selection and placement
- Preparing dummies of newspapers and magazine
- Writing Headlines for different types of news
- Intro/lead writing assignment
- Creating dummy
- Layout: Preparing the layout of the front, back and other pages of a newspaper
- Designing and production of a Lab Journal

BAMC 602 (b): Newspaper designing and Production (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC- 602(b).1	3	3	3	3	3	2	3	3
BAMC- 602(b).2	3	3	3	3	3	3	3	3
BAMC- 602(b).3	3	3	3	3	3	3	3	3
BAMC- 602(b).4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC- 602(b).1	3	2	3	2	3
BAMC- 602(b).2	3	3	3	3	3
BAMC- 602(b).3	3	3	3	3	3
BAMC- 602(b).4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC- 602(b).1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC- 602(b).2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC- 602(b).3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC- 602(b).4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC 603(a) : Internship

Total Marks : 150

Students have to complete four to six weeks internship after 6th semester. The report submitted by the students will be evaluated by the teachers appointed by the Director and a viva-voce will be conducted.

BAMC 603(b) : Minor Project

Total Marks : 150

Students have to prepare a project on the topic assigned by the concerned faculty. It is to be submitted to the institute by the student within 30 days after the theory examination of the semester Viva -Voce of DSE-4 (Minor Project) is to be conducted by a panel of three examiners to be appointed by the Director of the institute.

BAMC 604: Media Literacy Skills (Theory)

Time: 2 Hrs.

Credits: 1

Contact hours per week: 1

Total Marks: 25

Theory: 20

Internal Assessment: 5

Course Objectives: This course is designed to help the students to develop critical understanding of media and learn the skills to interpret and evaluate media messages so as to become media literate citizens.

Course Learning Outcomes: After completing the course the students will be able to:
BAMC 604.1: Understand how media messages create meaning
BAMC 604.2: Identify who creates messages and what are tools of persuasion
BAMC 604.3: Identify bias, misinformation
BAMC 604.4: Understand how to evaluate and create media messages

Note:- The question paper will be divided into three units containing five questions. Students are required to attempt three questions in all. There will be two questions in unit I & II. The students are required to attempt one question each from unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

Unit-I

Media literacy: meaning, concept, need and significance, Historical perspective: Western and Indian, Key questions of media literacy, Key concepts of media literacy, Media literacy vs. Information literacy, Digital literacy, News literacy, Media literacy and Democracy, Media Literacy and Critical thinking, Ancient Indian perspective of Critical thinking and Media literacy, Qualified citizen and Media literacy.

Unit-II

Media Literacy skills, Interpreting media messages: texts, visuals, semiotics, ideology. Media ownership patterns, media hegemony, Identifying misinformation, disinformation, fake news, Applications of fact checking tools

Suggested Readings

1. Media Literacy, W. James Potter (2012), Sage Publications
2. Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017
3. Media Literacy: An essential guide to critical thinking skills for our complex digital world, Third Edition, 2021, Nick Pernisco, Publisher: Understand Media
4. Media Literacy: Keys to Interpreting Media Messages, 4th Edition, Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu, Kanishka Publishers.
5. मीडिया लिटरैसी— दूसरी परम्परा, डॉ प्रदीप कुमार, प्रकाशक हरियाणा ग्रन्थ अकादमी

BAMC 605: Media Literacy Skills (Practical)

Time:2 Hrs.

Credits: 1

Contact hours per week:2

Total Marks: 25

Theory:20

Internal Assessment:5

Course Objectives: This course is designed the help the students to develop critical understanding of media and learn the skills to interpret and evaluate media messages so as to become media literate citizens.

Course Learning Outcomes: After completing the course the students will be able to:
BAMC 605.1: Understand how media messages create meaning
BAMC 605.2: Identify who creates messages and what are tools of persuasion
BAMC 605.3: Identify bias, misinformation
BAMC 605.4: Understand how to evaluate and create media messages

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Recognizing fake news : To prepare a report on recently emerged fake news.
- Identify the bias : To prepare an assignment identifying biases applying media literacy principles.
- Becoming responsible messages producer: Students will have to submit messages produced by them on current issues.
- Message interpretation skills : Students will have to do the interpretation of various media messages.
- Digital literacy skills : Students will have to submit a report on their responsible digital media usage.

BAMC 606: Media, Culture and Society

Time: 3 Hours
Credits: 6
Contact hours per week: 6

Total Marks-150
Theory-120
Internal Assessment-30

Course Objectives: The objective of this course is to teach the students relationship between media, culture and society and also help them to understand how media portrays society and culture.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC 606.1: understand concept of culture, cultural values and norms and related terms
BAMC 606.2: study organization of a society
BAMC 606.3: understand the role of media in society
BAMC 606.4: analyze the media portrayal of different societal and cultural aspects

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Concept of culture and society
Meaning of family, kinship, class, caste, clan, tribe
Concept of socialization, social stratification
Agents of social change, India's main social institutions

Unit-II

Characteristics of Indian culture
Cultural values, cultural norms and cultural diversity
High culture, low culture and popular culture
Global culture, Cultural diffusion, Cultural imperialism

Unit-III

Media and society: relationship
Role and importance of media in a society, social movements, national integration
Media impact on society
Social responsibility of media

Unit-IV

Media Representation of nation, caste, class and gender
Understanding and interpreting media narratives
Understanding current socio-cultural issues and their representation in media

BAMC 606: Media, Culture and Society

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-606.1	3	3	3	3	3	2	3	3
BAMC-606.2	3	3	3	3	3	3	3	3
BAMC-606.3	3	3	3	3	3	3	3	3
BAMC-606.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-606.1	3	2	3	2	3
BAMC-606.2	3	3	3	3	3
BAMC-606.3	3	3	3	3	3
BAMC-606.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-606.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-606.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-606.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-606.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

Assignments:

Submit assignment of writing article on any five contemporary social issues.

Suggested Readings

1. Bauman, Zygmunt. Liquid Modernity. Wiley 2000.
2. Beck Ulrich, Risk Society: Towards A New Modernity, Sage Publications, 1992.
3. Breman Jan .Footloose Labour: Working in India's Informal Economy (Contemporary SouthAsia) Cambridge University Press, 1996.
4. Joseph, R. Gusfield. New Social Movements: From Ideology to Identity. TempleUniversity Press. 2009
5. Pushpesh, Kumar. Querying Indian Sociology A Critical Engagement CAS WORKINGPAPER SERIES Centre for the Study of Social Systems Jawaharlal Nehru University.
6. Shah Ghanshyam, Social M ovements and the State, Sage, New Delhi, 2002.
7. Surinder, S. Jodhka (ed), Community and Identities, Sage, New Delhi, 2001.
8. T.K.Oommen, Nation, Civil Society and Social Movements, Sage, Delhi, 2004
9. Media and Society, Nicholas Carah, Sage publishers, 2021
10. Representation, Stuart Hall, Jessica Evans & Sean Nixon, Sage publishers, 2013